
Features of Enterprises Construction in the Conditions of Development of the Digital Economy

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Abstract: The purpose of this study is to develop principles for shaping the digital economy.

It emphasizes the important role of digitalization in the socio-economic development of countries. Features of the development of the digital economy include the availability of intellectual tools, the growing importance of data, the system of business networking, the widespread use of the Internet and the global nature of data exchange. Digital platforms include, cloud computing technologies, and large database processing methods for society's problem-solving tools based on the digital economy.

Keywords: digital technology, new economy, digitization, online markets.

Introduction

Today, digital technologies are used in energy, construction, banking, transport logistics, trade, education, health, public administration, public changing the relationship between the media and economic actors in the field of security.

Such rapid changes in the world community and the intensification of competition require the widespread introduction of innovations and digital technologies. As in previous waves of technological innovation, digital technologies also create the conditions for changing socio-economic relations. The Internet can develop jobs and make transportation systems safer and more livable in cities. It is used to create a wide range of networks and online markets, applications, communications, shopping, travel and business, as well as completely new business models and online systems. Digitalization offers a wide range of opportunities to many consumers through the production of content on digital platforms and participation in Peer to Peer networks. The digital economy increases efficiency and supports socio-economic development. The introduction and use of digital technologies in economic processes increases efficiency and allows participation in global value chains. Digitization helps increase efficiency by reducing transit costs, eliminating information asymmetries, and taking advantage of large-scale and network outcome economies. Because of these factors, the digital economy has expanded opportunities to increase markets and services, education, health, credit, resources, and investment. At the same time, the growth of the digital economy will not be without problems. While digitalization brings many opportunities to the country's economy, it also has its downsides. That is, digitalization will create new jobs, reduce old ones, and lead to significant changes in the labor market. This affects the changes that are the main cause of growing income inequality. Such changes in the labor market are worrying because digitalization can lead to rising unemployment and widening existing disparities in income distribution. In short, the goal of this study is to develop principles for shaping the digital economy.

Research methodology

Digital economy is used to express two different concepts. First, the digital economy is a modern stage of development, characterized by the priority of the benefits of creative labor and information. Second, the digital economy is a unique concept, the object of study of which is an informed society. In today's fast-paced global economy, the digital economy is at an early stage of development, and the transition of our time to the digital information stage is only a few decades away. In addition to this, based on the previous concepts of 'Information Economy' and 'Network Economy', the concept of digital economy is based on digital technologies, information networks and the actions that people take in such networks. The digital economy is a combination of economic and social models implemented through several key technologies, the Internet, and related technologies. It includes digital technology infrastructure (broadband lines, routers), access devices (computers, smartphones, cameras), the Microsoft, Android or IOS applications they use (Google, Ad Roll) and the functions they provide (IoT cloud computing), Storage, Data analytics,). In today's globalized environment, the digital economy has penetrated many aspects of modern life, including trade, transportation, education, and agriculture. The digital economy is creating more convenience for consumers in a number of areas. Now consumers can buy or sell goods through online markets such as Amazon, Walmart, PayPal, Mall, Aliexpress and Banggood, plan a trip with Global Work and Travel, and call a taxi with Uber, Rent a room with Bokking, or find a job with LinkedIn. Almost all areas of human activity have been transformed using digital technologies. The digital economy is changing the way we do business and creating new opportunities for participants. Firms in developing countries, along with consumers and government agencies, can benefit from new business models based on the economy. The exchange of goods and services is one of the earliest forms of human interaction. In many cases, such interactions were limited to the family or the immediate environment. The rapid development of digital technology now provides access to a much wider network of agents that expands the possibilities for mutually beneficial transactions. As a result, the digital economy has changed people's ability to travel, shop, and access resources. While the potential of the digital economy varies around the world, the challenges and negative consequences it poses are also complex and diverse. Developing countries can benefit in many ways from a securities economy. First, economy models together allow users to use items that are expensive. Flexible working conditions allow workers in the informal sector to gain experience and formalize it. The stock economy encourages the efficient use of free resources, which puts less pressure on the environment and helps developing countries pursue a path of sustainable development. However, the economy creates problems in regulation, competition and taxation that need to be addressed together. The rules developed for traditional business models do not hinder the development of the economy, but also highlight the need for reforms to address consumer safety issues. Another problem is the desire of digital platforms to increase the scope of their activities, leading to a violation of the principles of competition. Therefore, special authorities need to regulate the market for digital platforms. Thus, the digital economy can contribute to economic development, environmental sustainability and social solidarity. The digital economy is important for both developed and developing countries, but it poses a number of challenges. Digital technologies can stimulate development in a number of areas: reducing production costs and increasing revenues; increase the efficiency of existing markets, increase market size and create new markets, create economic opportunities in other areas, and improve quality beyond the overall performance of production factors. However, the pace of technological change is accelerating, and technological change often lags behind existing legislation. In this context, the main task is to develop models of digitization of socio-economic systems. Failure to make active use of the digital revolution will have a number of negative consequences, including

the socio-economic prospects of countries, regional competitiveness, joining high-value global production chains and attracting highly skilled labor. The big challenge for developing countries is that the rest of the digital economy is creating a core level of built-in digital infrastructure.

The theoretical foundations of the digital economy were developed by foreign scholars and experts M.A. Schneps-Schneppe, D.E. Namiot, P.Vinya, M.Kayn, N.Popper, E.Filippov, A. Fork, L.V. It is covered in detail in the research of foreign economists such as Lapidus, D. Bell, M. Castels, V. Desouza, D. McConnas, M. Lynch, S. Dirikan, S. Halford, M. Savaj.

In particular, economists M.A. Schneps-Schneppe and Namiot D.E. In his research, he has studied a number of theories about the digital economy, telecommunications as a key link in development and its characteristics.

L.V. In his research, Lapidus developed theoretical guidelines and practical recommendations for managing e-business and e-commerce in terms of changing business models under the influence of the evolution of digital technologies.

Uzbek scientists S.S.Gulamov, R.H.Ayupov, G.R.Boltaboeva, T.Shodiev, T.Z. Teshabaev, Z.M. The theoretical foundations of the digital economy are described in the works of Otakuzieva, Sh.Mustafakulov, RSUrunov, M.Yu.Jumaniyozova, Z.M.Kurbanov, U.M.Asraev. In particular, Sh. Mustafakulov in his scientific researches elaborates on new trends and features of development.

Research results

The current changes in socio-economic relations, the transition to a post-industrial structure are accompanied by a number of features inherent in the digital economy and are reflected in the following considerations:

1. The most important condition for development is the existence of intellectual efforts used to increase economic efficiency. The most convenient companies for investors today are companies with intellectual resources. Well-known examples here are representatives of the Internet economy, such as Google, Uber, Booking, who are in fact digital platforms without physical action, finding many industrial giants in their capitalization.
2. The advantages of Cloud Computing in increasing the efficiency of business activities are invaluable. Cloud computing is still evolving with companies of all shapes and sizes adapted to new technologies. In manufacturing, this trend will continue to grow and develop in the coming years. Cloud computing is undoubtedly very useful for medium to large companies. Cloud is the cheapest method for computing, using, storing, and updating. Cloud technologies provide opportunities for software, computing power, data storage and use. Traditional desktop software costs a company a lot financially.

For many users, charging license fees can be very costly for this business. On the other hand, the cloud is sold at very low prices and therefore significantly reduces the company's IT costs. There are also multiple payments and other extended options that can be paid at the same time, which is very convenient for manufacturing and service organizations.

3. The main means of information and communication is the Internet. The development of broadband internet, mobile internet, internet applications and gadgets has radically changed the way people communicate in their social lives. The use of websites, digital platforms, instant messengers is much more efficient than the use of previously used means of communication.
4. The development of the data exchange process requires globalization. Economic agents

who do not have a global data network, markets and other countries' technologies, but only try to operate in limited local markets, are limited in scope, do not participate in global competition, and pave the way for more efficient economic agents in the later stages of globalization.

5. As the digital economy continues to grow globally, an unprecedented convergence of market-oriented behaviors related to the use and purchase of goods and services is on the rise. Digital developments are affecting several areas of market behavior. Assessing markets and studying market conditions is becoming more difficult for businesses. The degree of integration of the digital platform with the marketing strategy assesses the effectiveness of the activities of economic agents.
6. The development of the digital economy is one of the strategically important issues for the country, which determines its global competitiveness. This means that our country needs to create conditions for the development of the digital economy, direct it to the most needed areas and stimulate this process as much as possible. An important distinguishing feature of our national economy is that the bulk of GDP is generated by state corporations (or companies with a large share of state participation). Under such conditions, industrial digital under the leadership of ministries or state corporations

Creating platforms is the most sensible step. Such platforms create the necessary infrastructure base for the rapid development of the digital economy and the proliferation of related technologies.

The main solution to the identified problems of the digital society is changes and approaches in the management structure of economic systems at different levels. Such changes come primarily from horizontal commands aimed at getting results. This requires the transition from closed, overly bureaucratic structures to the organizations that make up the network. Such organizations are hybrid forms of economic activity with flexible relationships that can be established and revised when necessary. With the development of sectoral structures in the economy, the transformation of the industrial economy, the creation of new structures, a flexible network of new forms of production and economic organizations is envisaged. The economic advantage of network forms is their ability to adapt quickly to changing conditions. Because the boundaries of an organization's network forms are typically easier to manage than hierarchical boundaries, it is easier to improve the composition of network organizations in response to these changes. The result of this development will be small-scale production, an increase in the number of individual fulfillment of production orders. The changes will affect other aspects of the economy, particularly the labor market. Basically, the main requirements of the employer to the employee are: the ability to work in a team, work in a multitasking mode, a creative approach to problem solving, a high level of adaptation to rapidly changing conditions typical of network organizations. In general, the intellectualization of labor and capital is to increase the information potential of the modern economy. The formation of a network structure based on a highly developed information management infrastructure and the effective use of intellectual resources implies significant changes in the entire socio-economic system of society and the state. Network technologies play a key role in the renewal of key areas of social activity: public and municipal administration, business, education, health, culture, security, social life. The network component of economic relations ensures the efficiency of the activities of individual economic agents reduces the cost of negotiations and organizes the organization of mobile business.

It can be said that none of the priorities of socio-economic development today can be successfully solved without solving the problems of their effective widespread use and

developing the network infrastructure. In modern conditions, a significant change in the approach to management is radically different in relation to the individual and his role in decision-making. With the development of the digital economy, the place and role of man in the new type of business environment is changing on a large scale. The analysis of such changes involves the study of a whole set of interrelated issues:

- ✓ change of labor requirements,
- ✓ change the system of education and training,
- ✓ New approaches to the management system.

The level of knowledge, skills and abilities of the population in the field of digital technologies is an important factor in the spread and development of these trends in various spheres of public life. The category of “human capital” is used to analyze this factor of socio-economic development. In the classical interpretation, human capital is a set of knowledge, skills and abilities that a person acquires and uses in the process of labor and affects its economic efficiency. In the context of the formation of the digital economy, the interpretation of this concept is expanding, playing a more important role in human capital, given the skills in the field of digital technologies. Improving the quality of human capital, involving people in the educational process, developing skills and competencies in the field of digital technologies will serve as a basis for the formation of the digital economy and the effective use of digital technologies in various fields. The changing demand for skills represents two serious challenges for the education system and for advanced education. First, the demand for skills in the future is so different from today that it is difficult to find or predict them due to today’s rapidly changing technologies. The second challenge is to adapt the skills development system to the new environment as the demand for skills changes. The priority role of highly skilled creative work will become a decisive factor in the development of a new type of society and its unique economy. In modern conditions, economic efficiency is determined by quantitative indicators of the number of employees, such as the creation of a new product or offer a new service, finding a new way of organizing production, the availability of specialists who adequately respond to changing market conditions. New forms of human activity are emerging, human capital is being formed dynamically, and it is reflected in constantly evolving knowledge and skills. Continuing education and advanced education are becoming a condition for the development of the modern economy. Currently, there is a tendency to increase the average period of education. This is helped by the fact that continuous professional development is the key to social success and sustainable income. Therefore, special attention should be paid to the field of information technology, as well as the training of new information professionals. This, in turn, changes the human capital of individuals and communities, as well as society as a whole.

Conclusions

Thus, the following theoretical results were obtained as a result of the research in order to develop the principles of shaping the digital economy. First, the priority of socio-economic development for many developing countries is the transition to a digital economy, the introduction of digital technologies and the creation of effective business models that meet the challenges of our time. Features of the development of the digital economy are the availability of intellectual tools, the growth of data its growing importance includes the establishment of a business network, the widespread use of the Internet, and the global nature of data exchange. Third, tools for developing the digital economy in developing countries have been identified, including digital platforms for developing a “shared economy,” as well as “cloud computing” technologies and large database processing methods. Fourth, the

principles of building skills development systems in the context of digitalization have been formed, which will increase the efficiency of the digital economy in developing countries. The development of the digital economy in developing countries will improve the quality of life of the population of these countries; increase the socio-economic stability of countries.

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